

MOTOR TRUCKS PLAYING PART IN BUSINESS GROWTH

In Every Case Results of Their Operation Has Surpassed Expectations.

LARGELY REPLACING HORSES

Remarkable Work Being Done by Fleet of Trucks at Seven Pines in Preparation for Big Powder-Packing Plant.

Motor trucks are playing a great part in the expansion of business in Richmond as a result of the war, and every case the results obtained are surpassing expectations. In fact, users of trucks have now reached that stage where they would not go back to horse-drawn trucks and wagons for transportation because of the higher cost of operation, less satisfactory service and greater dependability.

When conditions changed as a result of the war and large establishments were forced to purchase motor trucks, they were in the nature of an untried proposition in Richmond. Many business men, used to bygone days and inclined to doubt the value of machine-propelled "wagons," were slow in adapting trucks to their uses. Short trials, however, demonstrated the great value of motor trucks, and other installations have been made until many of Richmond's leading establishments are now operating fleets of trucks.

ALMOST DISPLACED HORSES AT SEVEN PINES

While experience has demonstrated the value of the trucks in the commercial world, no greater proof of the economical value and great dependability of these machines can be had than in a visit to Seven Pines or any of the other locations near Richmond where government work is under way. Motor trucks have almost completely displaced horses and mules in all work. To begin with, horses and mules are needed by the government and are bringing prices too high to warrant their being used for such work.

In direct contrast, trucks haul greater loads in far less time, making many more trips each day, and cheaper to operate, and give a more satisfactory all-round service. What the government has discovered in motor trucks, Richmond merchants are also finding, and the number of machines in service in this city is growing daily. Some of the largest trucks manufactured are in service in Richmond, while the more expensive light-weight machines are being used by houses that require only light hauling.

TO GREAT EXTENT HAS REPLACED RAILROADS

To the uninitiated it is nothing short of marvelous to see to what extent the truck has replaced and accelerated the work of the railroads at the various government plants now under construction. Formerly all building material was hauled to construction jobs by teams of railroads. At Seven Pines it was necessary to first build the railroad and run several spurs from the main line so that the material could be placed as close as possible to point where it was going to be needed.

Since the motor truck has proven its worth one will find that the different types of trucks are classified and put to work to the best possible advantage. When this work was first started the standard or flat-bed trucks were used to haul the material

for buildings from Richmond, while the trucks having dump bodies were immediately put to work to haul highway and railroad ballast gravel.

In this way it was not necessary to wait until the railroad was in condition to haul materials before actual work could be started. Furthermore, it was impossible to get the laborers from the city to the new plant and the motor truck was again called on to haul men. The trucks not only took the men to the plant but put them where they were needed, as there were no restrictions as to where the truck could go and no central unloading station was necessary.

MANY FARMERS ARE HAULING PRODUCE AND TRUCK

The natives of this section of the country did not hesitate to say that it was impossible for the truck to perform as consistently as the teams. However, to-day a visit to this plant will prove that the same people are the strongest boosters of the motor truck in this section. Of course rainy days were encountered by all vehicles but the trucks kept right on making from five to six trips to the teams' one regardless of the weather conditions. Numerous farmers have seen the folly of their first ideas and have purchased trucks after asking but few questions. They have been traveling the same road for several years and have always pronounced them fair at the best and at the same time have hoisted the idea of motor power being used to an advantage.

Foremost among the consistent performers are the White Trucks that are exclusively used by the hauling contractors, Smith & Hicks, Inc. There are thirty of these trucks in operation at Seven Pines, and to see the loads they are carrying and the roads they are running over with apparently no effort is nothing short of a marvel. Many other trucks are now being placed in service on this contract in order to complete the work.

WHAT SHIPS MEAN TO THE CONSUMER

(Continued From First Page.)

to 3 cents a pound, and that on Central American coffee has increased 1-2 cent a pound.

On coco the ocean freight rate has gone up 2-3 cents a pound. Copra is a product from which coconut oil is extracted. It comes from the Philippines, Java and the South Sea Islands. The advance in ocean freight rates from 3-4 of a cent to 4 cents a pound for copra has practically put the coconut oil extract manufacturing industry out of business. Coconut oil is used as a substitute for animal fats, butter and other fats and products.

An advance in ocean freight rates of even a fraction of a cent a pound on these necessities means a great total drain on the consumer's pocket. We import for home use, for instance, about 125,000,000 pounds of tea, and more than 1,000,000,000 pounds of coffee a year. Of rice we yearly import almost 270,000,000 pounds, and nearly 340,000,000 pounds of coco.

The prices of many of the things we wear or use depend upon ocean freight rates, which in turn are determined by facility of shipping. Vast quantities of the hides heretofore used in our leather and shoe industries have come from China. At one time last year there were 60,000 tons of hides stacked at Tsientsien. Ocean freight rates on hides had increased 500 per cent. Shippers were willing to pay this, but there were few ships, and those that were available did not want to carry bulky goods.

Furthermore, our tanning industry

depends mainly upon a tanning extract from Argentina called Quebracho extract. In peace times, when freight on this from Buenos Aires was \$12 a ton, this extract was sold here at 4 to 6 1-2 cents a pound. Recently a rate of \$60 to \$80 a ton was charged for ocean freight on this extract shipped from Buenos Aires. This means that the extract can't be sold here at less than 9 cents a pound.

HEMP FROM PHILIPPINES COSTS GREATER PRICE

Because of the same scarcity of ships ocean freight rates on hemp from the Philippines increased within a year from \$1.50 to \$16 a bale. On jute bags, which come from Calcutta, ocean freight charges went up from 4-10 of a cent to 3 cents a bag. The old sea freight rate on rubber was 1-1-4 cents a pound from Java to New York; it is now 5 cents a pound from Java to San Francisco alone.

Before 1914 we imported from Chile about 1,000,000 tons of nitrate of soda. This was used here by the farmer for fertilizer. Where in 1915 the freight rate on nitrate was \$5 a ton, it went to \$20 a ton last year. About 2,000,000 tons of nitrate of soda are being used here yearly now for the making of explosives.

The ocean freight rate on silver, lead, copper and other metals from South America has advanced from \$5 to \$30 a ton. On hardwoods from Central America it has nearly doubled.

Pig tin exports have been practically suspended. All of the tin used in the making of about \$100,000,000 worth of tin plate annually manufactured in the United States is imported, most of it coming hitherto from the Malayan Peninsula and other parts of Asia. Shipments of tin from Asia have been suspended, and the United States is now dependent upon Bolivia, which produces about 20 per cent of the world's tin ore supply.

As for wool imports, the shortage of ships has been so great that the United States government has found it necessary to restrict wool imports solely to grades for army use. The lower grades of wool, such as are used for carpets and other nonclothing purposes, have been shut out. This has caused a higher price for carpets. The only source of wool for carpets and other such purposes now open to us is from America's own clip. The United States government has taken over the entire wool supply, and will control the price. There are a few significant facts of what a shortage of ships means to the consumer. Higher prices for goods sold over the counter are only one phase. Another aspect is the danger of being able to obtain only an inadequate supply of certain goods, or in extreme cases, the unpleasant prospect of not being able to get them at all.

SHIPPING BOARD AIMS TO PROVIDE FOR FUTURE

The program of the United States Shipping Board aims at not only meeting every present contingency, but in providing for future needs as well.

WHY IT PAYS TO BUY A STEWART TRUCK

See our display advertisement in Automobile Section of this paper. STEWART MOTOR SALES CO., 410 West Broad Street, RICHMOND, VA. Randolph 1070.

This program calls for the building of 1,555 passenger, cargo, refrigerator and tanker ships. They range from 5,000 to 12,000 tons each, and will aggregate 13,000,000 deadweight tonnage. The United States Shipping Board is also arranging for the construction of \$50,000 deadweight tons of steel, wood and concrete barges and tugs. In addition, the United States Shipping Board has 245 commandeered vessels, of a total of 1,715,000 deadweight tonnage, the construction of which is being completed by the Emergency Fleet Corporation.

Not including tugs and barges, this makes a total under the present program of 2,101 ships, totalling 14,715,000 deadweight tonnage. To carry out the United States Shipping Board's pro-

gram for 1918, 1919 and 1920, the sum of \$5,000,000,000 will be needed. But it will give the United States the greatest merchant fleet that any nation has ever possessed. We shall then have, it is expected, a vast merchant fleet of at least 25,000,000 tons of shipping plying the seven seas to convey to our country everything that we possibly need, and carrying from our land all of the things the rest of the world needs from us.

Good, second-hand automobiles are advertised in the Want Ads to-day, and every day.

WAKELIN PAINT CO., 700 W. Broad Street, Glass, Varnishes, Paints.



Miller Tires

"We've created a body of master tire builders"

Uniform Tires An Established Fact

AFTER years of vain trials, Miller has finally given to the motor car world Uniform Tires. Not uniform in looks—all tires are that—but uniform in wear.

Miller tires once differed in mileage as others do. Now 99 in 100 Millers outrun standard guarantees.

The remarkable tire triumph has been achieved by ridding Miller tires of "Human Variables."

Miller tire builders are world champions. Their personal efficiency is 96 per cent. The tires they build are 99 per cent excellent.

Try Millers once. You'll never trust to luck again.

Bell Two-In-One Tyre Company 600 West Broad Street, Randolph 6281.

—WANTED— Used WHITE Cars

HIGHEST CASH PRICE PAID

Commercial Motors Inc.

18-20 South 15th Street.

Madison 5590.

ATLAS

— 35 —

Satisfied Atlas Owners Are Our Best Advertisers

The concerns that operate Atlas Trucks and the men who drive Atlas Trucks are our best advertisers and salesmen. We believe that each Atlas sold by us has sold another Atlas. There is a reason for this spirit of satisfaction. Each Atlas in service is delivering the goods, just as we claimed it would do. It is backed up by a genuine truck service.



The Popular Light Delivery Truck.

The Atlas can be had with your choice of 33 body styles. A body for every delivery purpose. A sturdy chassis and a powerful power plant capable of carrying a 40 per cent overload. A beautiful truck, fast and economical. Pneumatic tires all around to absorb the shocks of rough cobble stone streets. The logical truck for Butchers, Grocers, Clothiers, Supply Houses, and wherever a light delivery truck is needed. See us now and arrange for the immediate delivery of your Atlas.

Immediate Deliveries.

33 Body Styles.

A. Meyer's Son's Co.

DISTRIBUTORS,

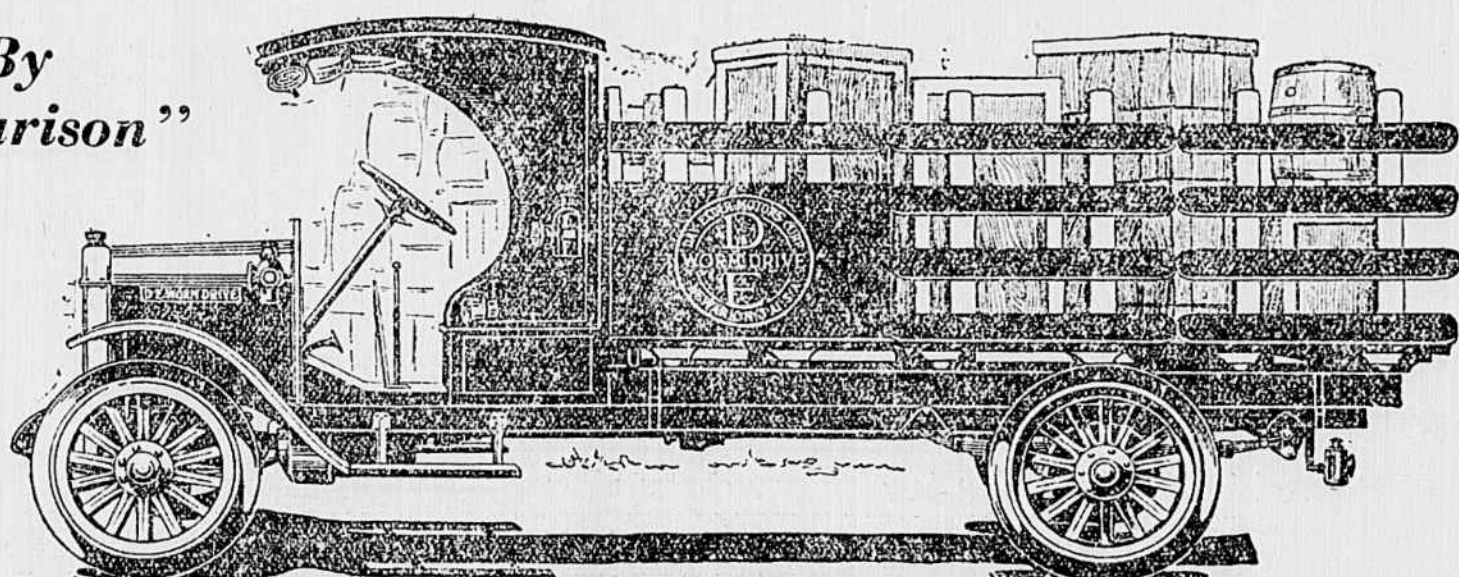
9-11 South Eighth Street, Richmond, Va.

ATLAS

Day-Elder Worm Drive Trucks!

The Truck for Every Business, No Matter How Large or Small, At \$300 to \$500 Less Than Other Trucks of Equal Merits.

"Sells By Comparison"



Can You Beat These Features?

Read these lines very carefully, and then judge for yourself whether you can equal these outstanding features of the Day-Elder Truck. Try and get them on other trucks at the same prices. It's a safe bet that you will not find them on trucks priced at less than \$300 to \$500 more than the prices of Day-Elder Trucks.

Continental Motors—Zenith Carburetors—Buda Motors—Bush Cast Tank Radiators—Roller Bearings—Worm Drive and Other Wonder Features Only Found on Trucks at Higher Prices.

Six Sizes

3/4 to 6 Ton

Offering a range of sizes that will enable every man looking for a truck that will just suit his requirements to get exactly what he wants and at a price which cannot be duplicated in any truck at near these prices. Come and see what has convinced the largest business houses in the State that Day-Elder Trucks are the best on the market at

\$1,045 to \$4,300

Mr. Business Man, if you are having difficulties with your delivery system, you had better look into the merits of the Day-Elder Worm-Drive Truck. A long list of Virginia and Richmond users have already solved their problems more economically and better than ever before, because Day-Elder Trucks are built to stand the hardest kind of usage and give the service that so many trucks fail to do. Big business is not the only one to discover that Day-Elder Trucks are the best and most satisfactory that can be secured—small businesses have also taken to them in a way that proves their adaptability to any line, whether large or small—in other words, no matter how large or small your business, you can use a D-E Truck to far better advantage than any other.

THE BELVIDERE GARAGE
1000 N. 10th Street
RICHMOND, VA. April 20, 1918.

Dear Sir:

On February 1st I purchased a Class A and 1918 Day Elder Worm Drive Truck from you.

I have been affiliated with the automobile industry for the past twelve years and tested numerous trucks before purchasing, and decided that the Day Elder was the best. I will be pleased to have you place in the order than any other truck in the State.

I liked the truck as well, that on April 1st, I purchased a Class C-18 to 3 ton D-E Truck. These trucks have been reliable and satisfactory in every respect. They have no fail to deliver the goods. If your delivery record is as good as has been in the past, I cannot say to wish in their favor. I will be pleased to have you place in the order than any other truck in the State.

I may further state that these trucks are in the general business world all around of Richmond and the fact that they are so reliable and satisfactory is a great credit to you.

Very respectfully,
W. H. Rawlings

Read the Three Letters of Approval From These Business Houses of Seasoned Judgment:

Wm. Granite & Construction Company, Inc.
GENERAL CONTRACTORS AND BUILDERS
RICHMOND, VIRGINIA

June 19, 1918.

Mr. Russell H. Rawlings,

Richmond, Va.,

Dear Sir:

I purchased a three ton DAY ELDER WORM DRIVE TRUCK from you in April of this year and have used it on the work at the Naval Operating Base at Norfolk.

I want to say I am well pleased with the work the truck has done.

I believe it is one of the biggest values on the market today.

Very respectfully,
Wm. Granite & Construction Co.
by W. P. H. Secretary.

Interstate Milk and Cream Company

MILK BOTTLING PLANT

Main Office:

273 to 285 ELIZABETH AVENUE

Mr. Russell H. Rawlings, NEWARK, N. J. October 19th, 1917.

Richmond, Va.

Dear Sir:

In answer to your inquiry of the 17th inst., as to our success with the D-E Worm Drive Truck, we have not very much to say, but that we are more than pleased with the machine.

They are worked from sixteen to twenty-two hours, out of every twenty-four, and we have had great success with them.

Another of the many good features of the D-E is the maintenance which is very economical.

We do advise, that every man who needs a truck buy a D-E Worm Drive Truck.

Very truly yours,

Interstate Milk & Cream Co.

RM/0

Henry Holprins.

PROMPT DELIVERIES

At present we are making prompt deliveries, and this factor should be taken into consideration by the man who is about to buy trucks.

Kline Kar Sales Co., Inc.

RUSSELL H. RAWLINGS, President

322 WEST BROAD STREET